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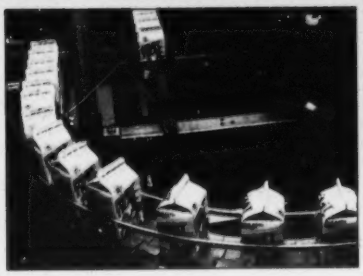
PACKAGING®

FOR BUYERS OF MACHINERY, CONTAINERS, MATERIALS, SUPPLIES, SERVICES/OCTOBER 1992

COVER STORY
Clean Up On The Competition With A Package Redesign

See How Flowrappers Can Speed Products To Market Success



Dairy ventures boldly into post-packaging pasteurization —See Package Engineering®

Clip And Save— Pack Expo 92 Preview, Floor Plan

Use Consultant's Tips On Getting The Most Out Of A Trade Show

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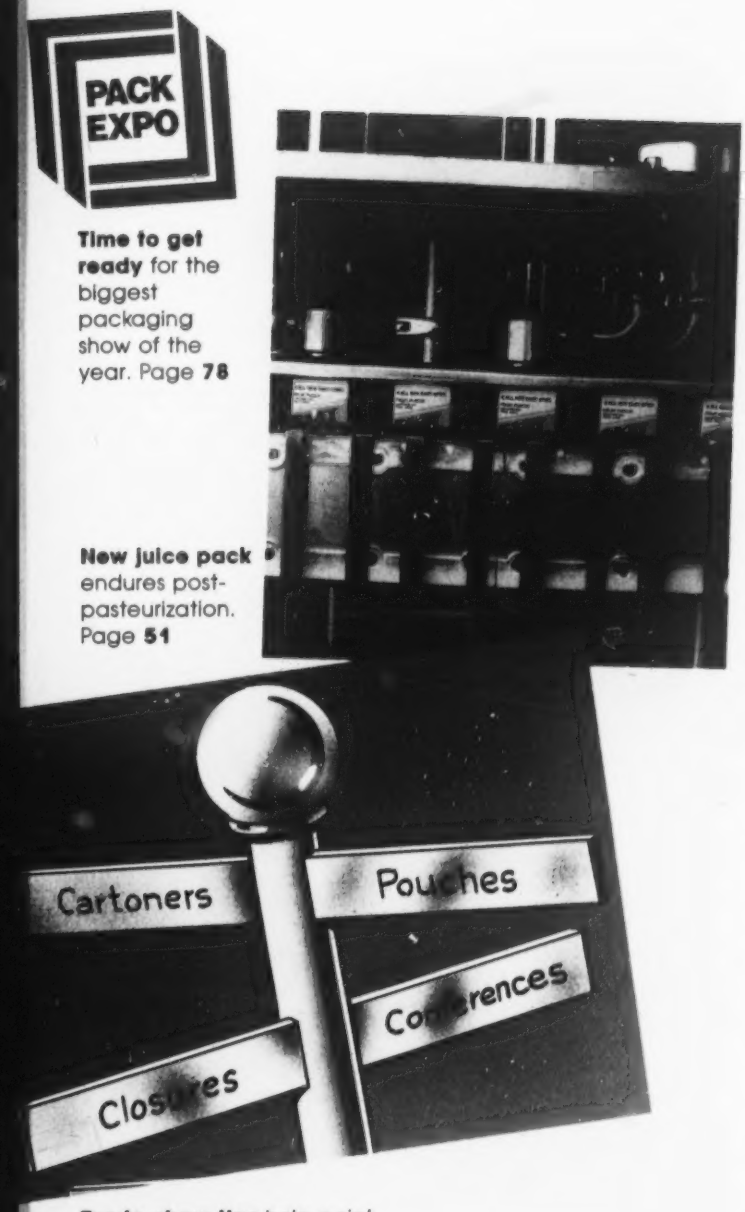

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He just didn't look the type

I saw R. Bruce Holmgren for the last time through the glass of a revolving door. It was a mere six months ago. Bruce was dashing into a county courthouse to begin another day as assistant public defender; I was on my way out, having handed in my juror's badge.

As if in a movie, we both did a double-take and spun the door around again, mouthing the words, "Well, I'll be darned!" or something like that.

We jumped out onto the sidewalk and stood in a snowy March wind. Bruce's right hand gobbled up mine. He was wearing a shapeless overcoat and a tweed hat that looked comically small. I noticed his fancy briefcase: It was the one given to him by the staff of PACKAGING at his retirement party last year.

Cold as the weather was, Bruce engaged me in a 10-minute conversation about "this particular period of vibrancy for the packaging field," the healthy appearance of PACKAGING magazine despite tough economic times, and the court case I had heard.

He did so in typical Bruce fashion—animatedly, seeming to have perfected the technique of talking and inhaling at the same time. Those of you who ever heard him make a speech know what I mean: Halfway through, you probably turned to the person next to you and whispered in amazement, "Doesn't this guy ever *breathe*?"

His goal, I'm convinced, was to say everything he wanted to say without squandering anyone's time.

Invited to speak just about everywhere he went as a goodwill ambassador for the packaging field, Bruce could fashion an address filled with information and entertainment at a moment's notice—and time it to the minute. Every paragraph had a beginning, a middle and an end. I don't think he ever uttered an ungrammatical sentence. And he never wore out his welcome.

His writing had the same feeling. As his editor for a short time, I regularly found myself in the difficult position of having to cut his material to fit the available space without removing all the "Bruce-isms" that gave his work its inimitable style. He cared little for specific turns of phrase, arguing only when he thought I'd deleted a significant detail.

Bruce was, if nothing else, dedicated to detail. Everything he set out to do he did completely, giving it all of his considerable energy. That attitude was the sole reason he chose not to accept a part-time consulting position with PACKAGING after his retirement. "Packaging is a field that one has to be in 24 hours a day or not at all," he said, and he firmly believed it.

A man of great faith, Bruce was also a man of great humor, and this extended to the topic of mortality. His daughter called me the week of his death and said, "Dad wouldn't want you to make a fuss about this. After all, he used to call dying 'dropping the carcass.' "

Sorry. We feel like making a fuss. The field of packaging, Cahners Publishing Co. and the staff of this magazine, I think it safe to say, are still in a state of shock a month after Bruce's passing. It came as such a surprise.

At the age of 72, Bruce was far too young to be thought of as old. Death is a part of life. It happens to us all. But somehow R. Bruce Holmgren didn't look the type.

Greg Erickson

EDITOR IN CHIEF

Recycling used packaging is a bipartisan concern

Mary O'Grady
Research Manager
Cahners Publishing Co.

With the Presidential election less than a month away, we thought it would be fun to look at our 1992 Consumer Survey from a party-line perspective.

We asked our 750 respondents this year to indicate their political affiliation. We wanted to know whether there were big differences between Democrats and Republicans when it came to packaging preferences. As it turns out, the Donkeys and the Elephants are really more like people. Our poll indicates that consumers in both parties share the same penchants when it comes to food, pharmaceutical and personal-care packaging.

On the environmental side, the recycling of used packaging is of great concern to Republicans and Democrats alike. More than 8 out of 10 respondents of either political persuasion consider this issue important.

Although more Democrats report strong concern for the trash problem in general—82.7% compared to 66.8% of Republicans—both parties agree on the method in which new recycling programs should be financed. Only 5.7% of Democrats and 3.2% of Republicans think raising federal income taxes is the answer.

The most popular alternative? About 60% in both parties choose a curbside pickup charge.

A few other tidbits: Our poll shows that the top two social problems of concern to Democrats are water pollution and drug abuse. Top of the list for Republicans? Crime.

In tracking consumer packaging preferences for eight years, PACKAGING's Consumer Survey has become a highly credible storehouse of vital marketing information. Each month this column examines a portion of the survey results up close. It's part of our commitment to helping you do your job better.

DEMOCRATS AND REPUBLICANS VOTE ON PACKAGING ISSUES

Question: How concerned are you with these issues?

Percent saying "extremely" or "very"

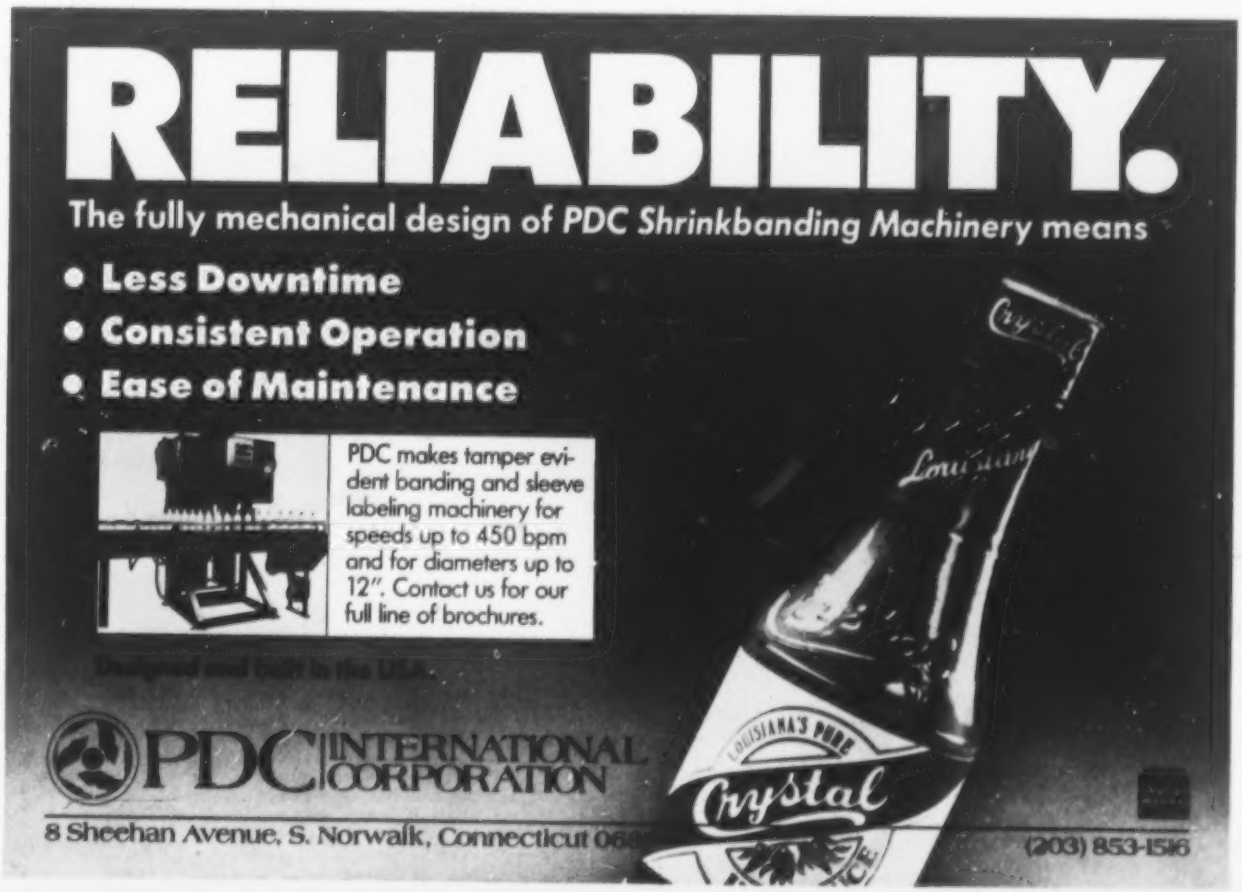
	Democrats	Republicans
Water pollution	94.3	88.8
Crime	91.0	89.6
Drug abuse	94.3	88.8
Recycling used packaging	85.3	84.4
The trash problem	82.7	68.8

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Question: Who should fund new recycling programs?

	Democrats	Republicans
By per bag/per can charges for curbside trash pickup	59.0	62.8
Municipal, state or federal gov't.	37.3	33.2

Source: 1992 PACKAGING Consumer Survey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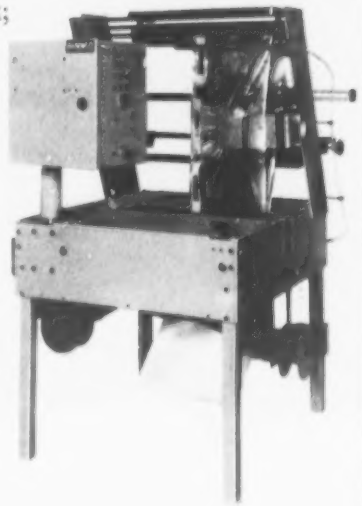

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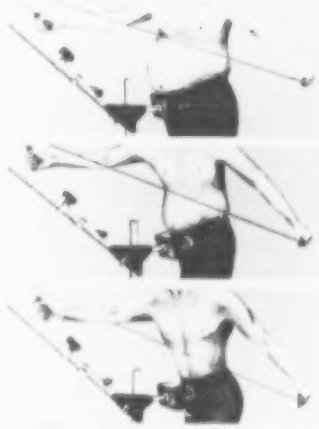

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PEOPLE

The Institute of Packaging Professionals has elected **H. Lincoln Jepson**, president of New Jersey Machine, its 1992-93 president. Also elected were first vice president, **Edward Church**, Lansmont Corp.; executive vice presidents **Robert Forsyth**, National Starch and Chemical and **Kenny Marengo**, CPP, Miner Sales Co.; and **William Pflaum**, secretary/treasurer. Members appointed to advisory positions on the Executive Committee and Board are: **James Hills**, Lakso; **Harold Hughes**, Michigan State University; **Robert Luciano**, Luciano Packaging Technologies; **Linda McCall**, Plastic Packaging; and **James McTiernan**, Hoffmann-LaRoche. Elected vice presidents named to their respective areas of responsibility are: technical activities, **Stewart Bolton**, Kraft/General Foods; public affairs, **James Trimm**, Mebane Packaging; publications, **Mark Wygonik**, CPP, Flexible Packaging Association; professional development, **Alan Skeddie**, H.J. Heinz Co.; membership, **Robert Harding**, CPP/MH, Consultant; chapter relations, **Kevin Fleming**, Gerrard Packaging Co.; certification, **Tom Mrozek**, CPP, General Mills; education, **Mary Amini**, Kraft/General Foods; directories, **Paul Markert**, Mefco; and exhibits, **Jim Cage**, Hunt Wesson . . . **James Barner** has been selected Jefferson Smurfit Corp.'s 1991 Employee of the Year. A design/packaging engineer with the company's Container Div., Barner is the on-site manufacturing liaison at General Electric Appliance Co.'s Louisville, Ky., manufacturing facility . . . **Daniel Goodwin** has been named chairman of the Department of Packaging Science in Rochester Institute of Technology's College of Applied Science and Technology . . . International Paper has promoted **Freddie Bateh** manager of marketing communications and market research for its Bleached Board Div.

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